



Persuasive PSA's

Scoring Rubric

	Criteria	Developing (1-2 pts)	Proficient (3-4 pts)	Exemplary (5-6 pts)	Score
Plan	Treatment & Script	Dialogue sketchy Little thought to shot selection or camera movement	Dialogue complete Thought given to most shot selection s or camera movements	Dialog complete and attention given to "voice" Thought given to all shot selection s or camera movements	
	Video	Sometimes in focus Sometimes steady No camera movement OR excessive movement (panning, zooming, trucking, etc.)	Usually in focus Usually steady Pans and zooms are limited and usually purposeful Composition usually follows the rule of thirds	Always in focus (unless purposefully done) Always steady Variety of shot selections and camera movements. Movements are planned, purposeful and provide impact Varied composition (based on rule of thirds)	
Shoot	Audio	Sound sometimes unclear: due to low voices and/or overly loud ambient noise	Sound usually clear, no unintended ambient noise	Sound always clear (unless purposefully done) and ambient noise always appropriate	
	Lighting	Only ambient (available) light is used Many scenes are overly bright or dark	Additional lighting is used as necessary Most scenes have sufficient lighting to tell what is happening	Additional lighting is used to eliminate shadows and glares All scenes have sufficient lighting for viewer to easily see action Vivid colors Innovative use of lighting	
Edit	Cutting	Clips begin and/or end with slack time or in mid action	Most clips edited to remove slack time and to begin and end with thought to action	Clips show no slack time and begin and end with thought to action	
	Transitions	No transitions between clips are used or too many different transitions used without thought to purpose	Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene	All transitions between clips appropriate, suit the mood and content, and smooth the flow from one scene to the next	
	Pacing / Continuity	Many video clips are too long or too short Tone does not contribute to persuasiveness or is inappropriate	Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story Tone enhances persuasiveness, but there are inconsistencies	Variety of pacing and changes fit the "mood" of the content Pacing keeps viewers interested Tone is consistent and enhances persuasiveness	



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Enhance	Titles	Titles and subtitles unclear due to font, size, or color contrast	Titles and subtitles usually clear Used appropriately	Titles and subtitles always clear Used appropriately and enhance the story/content	
	Background Music	Introductory music not in a typical "broadcast" style	Introductory music in a "broadcast" style but not balanced well (does not match the levels of main audio)	Introductory music in a "broadcast" style and balanced well (matches the levels of the main audio)	
Content		Demonstrates little understanding of the elements of persuasion or advertising techniques Fails to use effective appeals for the target audience. The message is inappropriate and/or ineffective Demonstrates poor use of visual images. Images fail to have any persuasive effect Position cannot be determined. Little or no supporting evidence Appeal to action is either not convincing or realistic	Demonstrates some understanding of the elements of persuasion or advertising techniques Shows partial consideration of the target audience and therefore the message is not entirely effective Demonstrates some effective uses of visual images to communicate the message Position is implied, but not clearly stated, or is clearly stated but not maintained consistently. Has some supporting evidence Appeal to action is somewhat convincing and realistic	PSA demonstrates a thorough understanding of the elements of persuasion or advertising techniques Shows a thorough analysis of audience and uses appropriate appeals to communicate the message effectively Demonstrates a powerful use of visual images to communicate the message very effectively Position is clearly stated, consistently maintained, and has sufficient supporting (accurate) evidence Appeal to action is thoroughly convincing and realistic Provides fresh, interesting, or humorous insights	<div> <div>—</div> <div>x 4</div> <div>= —</div> </div>
Creativity		Little evidence of imagination, creativity, or thoughtfulness No style or mood is apparent.	Some evidence of imagination, creativity, or thoughtfulness Some evidence of thought to style and mood, though may not suit the content	Thorough evidence of imagination, creativity, or thoughtfulness Style or mood which suits the content evident Creative and original	
Total					—